



USAID BRINGS MTV EXIT CAMPAIGN TO TIMOR-LESTE

25 June, 2010 (Dili) – Funded by USAID, MTV EXIT's anti-trafficking campaign in Timor-Leste kicks off today with “MTV EXIT Live in Dili”, a massive, free concert featuring Timor-Leste’s top artists as well as Indonesia megastars, Superman is Dead (S.I.D.). The concert is the first event in the nationwide initiative to fight human trafficking through a series of campaign activities and television programs.

MTV EXIT (End Exploitation and Trafficking) is produced by the MTV EXIT Foundation in partnership with the United States Agency for International Development (USAID). In Timor-Leste, the campaign is supported by the Government of Timor-Leste, the International Organization for Migration (IOM) and Timor-Leste NGO, the Alola Foundation. USAID/Tmor-Leste's media program partner, the International Center for Journalists (ICFJ), has also provided significant support for the campaign's outreach efforts.

Today's live concert in Timor-Leste's capital is expected to attract more than 15,000 music fans. Performing alongside S.I.D. will be local favorites Ego Lemos, Cinco De Oriente, Rai Nain, Detective, Galaxy and Diosis Putri Band. The concert will inform youth about the dangers of human trafficking and provide them with key information and tools to protect themselves from being exploited.

Timor-Leste's Minister for Social Solidarity Maria Domingas Alves will speak about the government's anti-trafficking activities. There will be a special video appearance by Ambassador Hans Klemm, introduced by USAID Mission Director Mark White and Program Officer Cheryl Williams. MTV EXIT Executive Director Simon Goff will also address the audience about the organization's Asia-wide anti-trafficking message.

Video from the concert will be included in a special television program to be televised across the country. MTV EXIT has also produced a series of audio and video Public Service Announcements, targeting the issue of safe migration. These will be broadcast on TV and community radio stations throughout Timor-Leste.

More than 2.5 million people are trafficked every year, with the majority of victims coming from the Asia-Pacific region. These concerts will engage and empower young people to better identify the dangers of human trafficking. Greater awareness of this issue can save lives.

"As the world's leader in fighting human trafficking, the United States Government believes that the MTV EXIT campaign is vital to the fight against human trafficking," said Jonathan Henick, the United States Chargé d'Affaires in Timor-Leste. "Through USAID, we have supported MTV EXIT activities throughout Asia. It is especially exciting to launch the campaign here in Timor-Leste, where better understanding of the issues can help us tackle the problem of trafficking before it becomes any bigger."

“We are thrilled to be bringing the MTV EXIT Campaign to Timor-Leste,” said Simon Goff, MTV EXIT’s Executive Director. “The power and influence of music is a great force for change. Through a unique series of events and television programs we are harnessing this power; using it to inform and mobilize young people in the fight against trafficking.”

MTV EXIT Timor-Leste Spokesperson Anito Matos will host the Dili concert and also presents the Tetum version of *Traffic*, MTV EXIT’s lead documentary in the region. “I am incredibly proud to participate in this important campaign,” Matos said. “I hope that through my involvement in this concert and the MTV EXIT campaign that millions of people learn about this tragic form of modern day slavery.”

With USAID support, MTV EXIT has held 24 concerts across Asia over the past two years, including events in Thailand, Laos, Cambodia, Nepal, Taiwan, the Philippines, Vietnam and Indonesia. In Timor-Leste

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USAID

USAID, the United States Agency for International Development, is an independent US government agency that receives foreign-policy guidance from the US Department of State. Since 1961, USAID has been the principal US agency extending assistance to countries worldwide recovering from disaster, trying to escape poverty, and engaging in democratic reforms. USAID has worked in Timor-Leste since 1999. As part of a comprehensive partnership between Timor-Leste and the United States, USAID is currently supporting efforts in democratic governance; health services, including water, sanitation and hygiene; and economic growth.

MTV EXIT

The MTV EXIT (End Exploitation and Trafficking) campaign is an award-winning multimedia initiative to raise awareness and increase prevention of human trafficking and exploitation. MTV EXIT was launched in Europe in 2004, in partnership with the Swedish International Development Cooperation Agency, Sida, and expanded across Asia with USAID in 2007. To date MTV EXIT has produced many MTV documentaries and other programming on trafficking, including *Sold: An MTV EXIT Special* presented by Lara Dutta, *Traffic: An MTV EXIT Special*, presented by Lucy Liu; *Inhuman Traffic*, presented by Angelina Jolie; over a dozen localized language versions presented by Asian celebrities; short films; public service announcements; and animation. MTV EXIT and Radiohead collaborated on an anti-exploitation video for their song *All I Need*, which premiered across MTV's global network on 1 May 2008. MTV EXIT has also established partnerships with over 100 non-governmental organizations, distributed hundreds of thousands of anti-trafficking brochures in over 25 languages, and reached out to millions of young people through anti-trafficking messages at concerts and music festivals featuring R.E.M., Radiohead, The White Stripes, The Hives, Thievery Corporation, and hundreds of other international and local artists. For more information see www.mtvexit.org.

Human Trafficking

Human Trafficking is defined by the United Nations as “the recruitment, transportation, and receipt of a person for sexual or economical exploitation by force, fraud, coercion, or deception” in order to make a profit. The UN estimates that at any one time there are 2.5 million trafficked victims in the world, with the majority of these victims in Asia and the Pacific. It is the second-largest illegal trade after drugs, with criminal traffickers earning over US\$10 billion every year through the buying and selling of human beings. Often, victims are young men and women – the MTV demographic – who are guilty only of wanting a better life.

MTV EXIT Foundation

Launched in 2003, the MTV Europe Foundation is a UK-based charity (Reg. No. 1103267) whose overarching aim is to utilize and maximize the power of MTV's network to educate youth and adults on critical social and human rights issues. The Foundation produces multimedia programming and events aimed at raising awareness and influencing attitudes and behaviors on key issues, as well as inspiring young people to take action. In addition, the Foundation seeks to support nongovernmental organizations that are working on the ground to address these issues and effect positive change.

About MTV Networks in Asia

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks in Asia comprises three distinctly branded channels in the region: MTV, the world's largest television network and the leading multimedia brand for youth; Nickelodeon, the leading entertainment brand dedicated exclusively to kids; and VH1, the music video network that keeps adult viewers connected to the music they love. MTV Networks has the following channels and programming services in South and Southeast Asia: MTV Asia, MTV China, MTV India, MTV Indonesia, MTV Mandarin, MTV Pakistan, MTV Philippines and MTV Thailand, Nick Asia, Nick India, Nick Indonesia, Nick Pakistan, VH1 India, VH1 Indonesia and VH1 Thailand. MTV and Nickelodeon's businesses also include branded consumer products, program sales and digital media including online and wireless.